

5-2017

# Andrews University Annual Report 2016-2017

Andrews University

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Andrews University Enactus 2016-2017 Income Statement	
Revenue	
Donation, Grants, University Fundraising	\$24,800.00 1,078.00
Total Income	\$25,878.00
Expenses	
Project Expenses	\$21,365.00
Regional Competition	1,407.00
National Competition	3,100.00
Total Expenses	\$25,872.00
Net Income	\$6.00

## Business Advisory Board

The Board advised and counseled the Andrews University Enactus Team on projects and assisted in fine-tuning our competition presentation and annual report. We met with the Board two times this year, shared our projects, and welcomed their suggestions.

Frank Beltrans	Manager, Candlewood Suites, Stevensville, MI
Lynn Cooper	Enactus, Alumni, Mishawaka, IN
Kellie Eldridge	Branch Manager, Honor Credit Union, Berrien Springs
Lindsey Harris	Manager, Sam's Club, Mishawaka, IN
Raymond Roberts	Owner, CPA firm, Berrien Springs, MI

## Summary of Projects

Project	Description	Years	Hours	Team	Outcomes
CREATION Health • 1st/7th/8th Grades • Health Fair	8 weekly lessons to 1st, 7th, 8th graders Expand Health Fair on March 12	3	300 123	17 Enactus 25 Volunteers	18 1st graders participated in health activities 14 7th-8th graders completed health challenge 98 parents and siblings attended, appointments secured for eye and dental exams
Next Steps to Success	After-school program that empowers high school students with practical skills, 10 sessions	2	111	10 Enactus	28 high school students empowered for job search, increased self-confidence
AU Mobile Farmers Market	Create and implement a sustainable business model: 5 food truck sandwich stops secured 5 mobile farmers market stops secured	1	63 98	4 Enactus 10 volunteers	Sell 400 sandwiches weekly over lunch to local businesses, with profit helping to sustain produce delivery to over 1800 households in 3 food deserts
Operation Regenesis	Help a private clinic dedicated to oncological research and prevention increase their community impact	1	747	8 Enactus	Offered free clinic to 65 women, 20 paps with 12 positive, follow-up scheduled Aided in creating bio-intensive community garden 120 households education community outreach
Syscon International	Rebranding campaign for company: 3 new logos, marketing plan; advertising campaign; social media best practices	5	65 605	4 Enactus 56 volunteers	Business expansion includes 22 new employees, increase 20 percent in sales, hired one student
Final Exam Care Packages	A fundraiser delivered 104 care packages -- parents send encouragement to their college student during exam week	5	54	8 Enactus	Raised \$1,000 towards travel expenses

## Grants and Partnerships



enactus™

Andrews University

Annual Report

2016-2017



GROWTH



## Creation Health .....



### Objective

Initiated 3 years ago, CREATION Health has positively impacted the lives of many first graders and their parents in our community. Started in partnership with Florida Hospital Celebration Health, 8 pillars of health. Expanded this year to include 7th and 8th grade students.

### Need

- 37% of Berrien County adults are obese, highest rate in Michigan
- Over 18% of children facing obesity

### Target

- 1st, 7th & 8th grade classes at Ruth Murdoch Elementary School
- Parents of these children

### Project

- 8 weekly lessons to 1st, 7th & 8th grade students
- Guest exercise instructor from new health club in town
- Health Fair on March 12, including parents and siblings

### Impact

- 18 first graders participated in the health activities
- 14 seventh and eighth grade students completed exercise plans
- 98 participants (parents, students and siblings) at the Health Fair



## Next Steps to Success .....



**Objective** An after-school program that empowers high school students with practical knowledge to guide them into their future after graduation.

### Need

- 61% of high school graduates do not take a college or career ready curriculum
- Budget cuts in Berrien County public schools created a void in career development

### Target

- Berrien Springs High School students

### Project

- 10 sessions of 30 minute sessions covering personal finance, resumes, interviews, career development
- Mentor high school students to encourage them to go to college

### Impact

- 28 high school students received training
- Students demonstrate leadership and focus after graduation



## Mobile Farmers Market .....



### Objective

Combat food inequality with healthy available food choices in Southwest Michigan. Partner with Andrews Agriculture Department to create a sustainable business model that will provide fresh food to three of the six USDA-defined Food Deserts in Berrien County.

### Need

- Deliver healthy food choices to 3 food deserts
- Create a financial sustainable business model

### Target

- Heads of households in 3 food desert areas

### Project

- Secure contracts with 5 businesses to sell sandwich wraps and 5 fresh produce stops
- Build relationship with community advocates who will help us build trust with heads of households in food desert areas

### Impact

- Generate a profit from healthy sandwich wrap sales to 5 businesses, 1000 employees
- Deliver fresh fruits and vegetables to over 1800 households during the Michigan growing season



## Operation Regenesis .....



### Objective

Help a private clinic dedicated to oncological research and prevention, CIPO, expand their service reach

### Need

- Highest cervical cancer rate in Western hemisphere
- 934 women contract cervical cancer yearly, with over 50% mortality
- 4-6 month waiting time at government free clinics

### Target

- Women in Masaya, Nicaragua, a town of 145,000

### Project

- Evaluate financial process, expand services
- Create an educational and awareness campaign for cancer prevention

### Impact

- Educate 80 women on cervical cancer prevention
- Distribute materials door-to-door to 120 households
- Offered free clinic, with 65 exams, 20 paps, 12 positive HPV, follow-up scheduled
- Helped build model bio-intensive gardens for community



## Syscon International .....



### Objective

As the founder retired and handed the company over to his children, they planned to relaunch updated product lines and wanted to rebrand the company. Four groups of students worked together to create a marketing plan and a rebranding campaign.

### Need

- Grow Syscon International under a new brand
- Create a unified brand for Syscon's two product lines
- Create awareness that Syscon International is under new leadership and a powerful, well-established company

### Project

- Logo redesign for a newly branded company with graphic design students
- Marketing Plan competition with 5 MBA groups
- Social Media Competitive Analysis with 5 e-Marketing students
- Advertising Campaigns with 3 advertising student groups

### Impact

- 56 students worked collaboratively across campus
- Business expansion includes 22 new employees
- Sales increase of 20 percent
- Syscon hired one MBA student to expand new sales territory

